

The Implementation of a Conceptual Model for the Semiotic Analysis of the Iranian Traditional Bazaar

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In order to investigate the concept and function of the Iranian market, which is one of the important and influential elements in Iranian cities and has many social, economic, political, physical and cultural functions, it is possible to examine it in the framework of text analysis approaches such as linguistics and semiotics. The context of the Iranian market has implicational features; in other words, the context itself and its constructive factors all have the ability of meaning association. Now, given that the purpose of this research is to implement a conceptual model for proper reading and to examine the effective components in creating concept in the Iranian market like a context and as a shear of the city with a layered semiotic framework, its layers must be Identified and objective representation of the code network must be specified in a communicative action. Therefore, after explaining the basic concepts and outlining the theoretical necessities in the field of architectural semiotics, the layers involved in this reading will be identified and will be subjected to a precise analysis of the layered semiotic approach. The semiotics methodology of the foundation theory helps the researcher, in the form of an analytical method, identify the layers of Iranian market and examine the factors affecting the proper reading and decoding of it by identifying the signs and codes presented in the Iranian architecture, while investigating the signs and changing the types of them. The results of the current research showed that the market is a context in which various layers are slipping over each other and the monopolistic and separatist relations of the building elements have become overlapping and penetrating relations. The physical, functional, environmental, temporal, and semantic layers have been combined and unified and created a systematic whole in the name of Bazaar. In fact, the sets of the companion layers and the systems involved in this building are mutually supportive, and the coherence and creativity and proper reading of the Iranian market is possible due to the combination of the physical, functional, semantic, environmental and temporal layers; in such a way that the reading of this epitaxial semiotic complex relies on the audience's sense of movement within the physical and ultra-physical codes of the Iranian market.

Keywords: Traditional; Bazaar; Layered Semiotics; Architectural Reading.

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